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IS 6660 (1972): Guide for illustrations in books [MSD 5:  
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Bhartṛhari—Nītiśatakam

**“Knowledge is such a treasure which cannot be stolen”**





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IS : 6660 - 1972

*Indian Standard*  
GUIDE FOR  
ILLUSTRATIONS IN BOOKS

UDC 655.53



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**INDIAN STANDARDS INSTITUTION**  
MANAK BHAVAN, 9 BAHADUR SHAH ZAFAR MARG  
NEW DELHI 1

*April 1973*

# Indian Standard GUIDE FOR ILLUSTRATIONS IN BOOKS

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(Continued on page 2)

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**AMENDMENT NO. 1      AUGUST 1975**  
**TO**  
**IS : 6660-1972 GUIDE FOR ILLUSTRATIONS**  
**IN BOOKS**

**Alterations**

(*Page 5, Table 1, headings of col 3 and 4*) — Substitute 'Lines/cm'  
for 'Lines/cm<sup>2</sup>' and 'Lines/in' for 'Lines/in<sup>2</sup>', respectively.

(EC 2)

Printed at Printograph, New Delhi, India

# *Indian Standard*

## GUIDE FOR ILLUSTRATIONS IN BOOKS

### 0. FOREWORD

**0.1** This Indian Standard was adopted by the Indian Standards Institution on 6 November 1972, after the draft finalized by the Documentation Sectional Committee had been approved by the Executive Committee.

**0.2** Illustrations form an important part of a publication and contribute to its usefulness as well as aesthetic value. In technical works, illustrations help to elucidate the text and show details that are difficult to describe in words. They may bring out functional relationship between variables or make it possible to compare at a glance different sets of observations. In publications of general interest, their function may also be to capture reader attention.

**0.3** To get the best results, it is necessary, that illustrations for reproduction are prepared and reproduced with care. The process requires close collaboration among a number of specialists — the artist, the author, the editor, the draftsman, the process technician and the printer. The best results would accrue only when all contributing elements, such as the quality of the original art work, efficiency in processing and the quality of press work and printing materials like paper and ink meet the desired requirements. A sound knowledge of the possibilities and limitations of various processes available for the portrayal of a subject, techniques of graphic reproduction, printing methods, qualities of printing materials, etc, is called for to achieve best results.

**0.4** This standard is intended to serve as a guide for artists, editors, printers and publishers.

**0.5** Most of the stipulations regarding design of illustrations in books given in this standard would also be applicable to a considerable extent to design of illustrations in technical publications.

**0.6** A separate glossary relating to printing and publishing industry will be published in due course.

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### 1. SCOPE

**1.1** This guide specifies requirements for basic materials for design, the techniques and limitations in designing; scaling of illustrations; handling; and criteria for selection of photographs and transparencies.

## **2. TYPES OF ILLUSTRATIONS**

**2.1** Illustrations generally used in books are of the following types:

- a) Line, line and tone, halftone single or multicolour;
- b) Artist's drawings with tonal values, single or multicolour;
- c) Photographs, black and white and colour; and
- d) Colour transparencies, negative and positive.

## **3. REQUIREMENTS FOR BASIC MATERIALS FOR DESIGN**

**3.1** The basic materials for design of illustrations are the following:

- a) Paper (*see IS : 3064-1964\**) or board;
- b) Translucent and transparent material including tracing cloth (*see IS : 2037-1962\*\**), tracing paper, acetate film in sheet or roll, etc;
- c) Brush (*see IS : 1103-1963† and IS : 1104-1968‡*);
- d) Air-brush;
- e) Pen and pencil;
- f) Tints;
- g) Drawing inks (*see IS : 788-1971§ and IS : 789-1971§*);
- h) Colours (including poster colours);
- j) Crayons; and
- k) Dyes.

## **4. TECHNIQUE, APPROACH AND LIMITATIONS IN DESIGNING**

**4.1** The technique, approach and limitations in designing may be considered from the following two angles:

- a) Limitations from designing point of view, and
- b) Limitations from reproduction point of view.

**4.1.1** The limitations on the artist for the technique of designing are set by the final process of production that is whether by letterpress or offset/gravure process and whether on glazed/unglazed or coated/uncoated paper.

**4.1.1.1** If it is by letterpress on uncoated paper, then the artists will have to prepare the illustrations in line, single colour or more; or tint or broad tonal gradation. If coated paper is to be used for reproduction, the sketches may be in fine line and tone, single colour or multicolour halftone with fine gradations. Alternatively, if the final reproduction is by offset process the artist will have certain amount of freedom in having a wide range of tonal gradations which can be achieved.

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\* Specification for hand-made drawing paper.

\*\* Specification for tracing cloth.

† Specification for brushes, artists' (*revised*).

‡ Specification for brushes, lettering (*first revision*).

§ Specification for ink, drawing, waterproof, coloured (*first revision*).

§ Specification for ink, drawing, waterproof, black (*first revision*).

**4.1.1.2** To get satisfactory results of halftone illustrations on different stocks of paper, the screens, given in Table 1, are suggested for production under normal conditions.

**TABLE 1 SCREEN RECOMMENDED FOR HALFTONE ILLUSTRATIONS ON DIFFERENT STOCKS OF PAPER**

PRINTING PROCESS	TYPE OF PAPER	SCREEN RECOMMENDED	
		Lines/cm <sup>2</sup>	Lines/in <sup>2</sup>
(1)	(2)	(3)	(4)
Letterpress	Unglazed	26	65
	Glazed	34 or 40	85 or 100
	Glazed newsprint	34 or 40	85 or 100
	Coated	40 or 48	100 or 120
	High gloss super-white coated	53	133
Offset	Unglazed	34	85
	Glazed	40 or 48	100 or 120
	Glazed newsprint	48	120
	Coated	48 or 53	120 or 133
	High gloss super-white coated	53 or 60	133 or 150

**4.1.1.3** Apart from the points given in **4.1.1** to **4.1.1.2**, the designer should also be clear about the primary purpose of illustrations including what it is expected to achieve. The designer should keep clearly in view the typical advantages and limitations of the different types of illustrations, drawings, sketches, photographs, maps, graphs and charts.

**4.1.1.4** Graphs and charts should be prepared with care and proportion to ensure clarity and accuracy. Plotting papers are available in different grids for use.

#### **4.1.2 Limitations from Reproduction Point of View**

##### **4.1.2.1 Line illustrations** - The following points may be considered:

- The thickness of the lines should be commensurate with the degree of reduction required. The lines should not be too closely spaced, otherwise there is risk of 'filling up' during printing.
- Areas in solid ink should be uniform throughout. The portions required to be shaded should be marked out and the type of hatching indicated. In case the shading is through tints, full details of the tint specification required shall be provided. After the tints have been laid, the contour lines drawn to mark out the area should be removed carefully.
- A black drawing on white paper may be reversed by the process technician and rendered as a white design on a black ground. In this case, the designer should show the contours and limits of the intended black ground with a boundary line for guidance.

## **IS : 6660 - 1972**

- d) While making line and tone combined art work, instead of drawing the lines on the main art work they should be drawn on a separate piece of tracing paper.

**4.1.2.2 Halfstone illustrations** --- For satisfactory reproduction the original should be clean and in case of photographs it should be a sharp glossy print. For economy in reproduction, illustrations or photographs for use in publications should be so prepared that they could be processed together as far as possible.

**4.1.2.3** For reproduction from already printed illustrations or photographs (where such a course becomes necessary) to get satisfactory results it is desirable to employ an intermediary process to prepare a continuous tone negative/positive before they are finally reproduced. Where the illustration is of coarse screen, it may be treated as a line original.

### **4.1.2.4 Multicolour work**

- a) It is not necessary to have a multicolour art work, a black and white key drawing would do. The key drawing should be provided with a rough colour key sketch for guidance.
- b) The colours used by the artists and the inks used by the printers sometimes differ. Some of the colours used by the artist are difficult to reproduce. Excessive use of poster white in multicolour drawing poses difficulties to the printer for exact matching of colours.
- c) Where a number of transparencies are required to be printed in the same forme, the colour balance should be borne in mind (they shall have a degree of uniformity among themselves with regard to the details mentioned in **8.2 to 8.8**) as otherwise their reproduction would pose a major problem. The process technician may also be advised about all such transparencies so as to prepare sets of reproduction of similar strength to minimize the difficulty at the printing stage.

## **5. SCALING OF ILLUSTRATIONS**

**5.1** For better results, illustrations especially those with finer details should be of twice the size in which they are required to be reproduced. However, simple illustrations in same size are acceptable. Blowing up of original for reproduction purposes should be avoided as far as possible. Reduction of illustrations to half the size is recommended but under no circumstances it should exceed one-fourth the size.

## **6. LETTERING IN ILLUSTRATIONS**

**6.1** When illustrations are to be reduced to a smaller scale the size and spacing of letters in the original illustrations should be proportionately enlarged to permit legibility.

**6.2** Serif type faces should be avoided.

## 7. HANDLING

**7.1** Art work, photographs, etc, shall be handled with care and shall be kept flat and not folded. They may preferably be sandwiched between hard cardboards. Art work may be easily spoiled through careless handling, trimming, marking, attaching clips, etc. All corrections and instructions should be marked on the overlay only.

**7.2** The package or envelope for the art work, photograph, etc, shall be slightly bigger (preferably 25 mm on all sides).

**7.3** To avoid scratches, finger prints, etc, transparencies should always be mounted.

## 8. CRITERIA FOR SELECTION OF PHOTOGRAPHS AND TRANSPARENCIES

**8.1** Photographic original should as far as possible be sharp with good contrast value on glossy bromide paper. The matt and pattern bromides should not be selected as they will not have as good reproduction value.

**8.2** The transparencies to be selected should have colours faithful to the original subject and its moods. Transparencies should have adequate middle tones for good reproduction. High contrast transparencies are not suitable.

**8.3** The transparency should be sharp which means that when viewed under a magnification of  $\times 8$ , the details and depth should be crisp. The required subject should stand out in comparison to the supporting elements.

**8.4** All the colours in the transparencies should be well balanced and of adequate strength. Any adjustment of any individual colours lacking in the original transparency is not practicable at the proofing and reproducing stage. It is not easy for the technician 'to add more of red here and reduce blue there' at the time of final printing.

**8.5** Transparencies should be examined from the right side, that is, the emulsion side is kept away.

**8.6** All persons working with colour transparencies should use transparency viewer with similar standard light source, namely, fluorescent tubes/bulbs.

**8.7** In book production work, original transparencies should not be less than  $6 \times 6$  cm.

**8.8** Duplicate transparencies are not as good as originals for reproduction and should be avoided.

**9. EXAMPLES OF ILLUSTRATIONS**

**9.1** Typical examples of the following are given:

- a) Fine line work (*see Fig. 1 and 2*),
- b) Photograph with good tonal values for reproduction (*see Fig. 3*),
- c) Photograph with poor tonal values not fit for reproduction (*see Fig. 4*),
- d) Ordinary line and screen illustration (*see Fig. 5*), and
- e) Four-colour line art work developed from black and white art work (*see Fig. 6*).

IS : 6660 - 1972

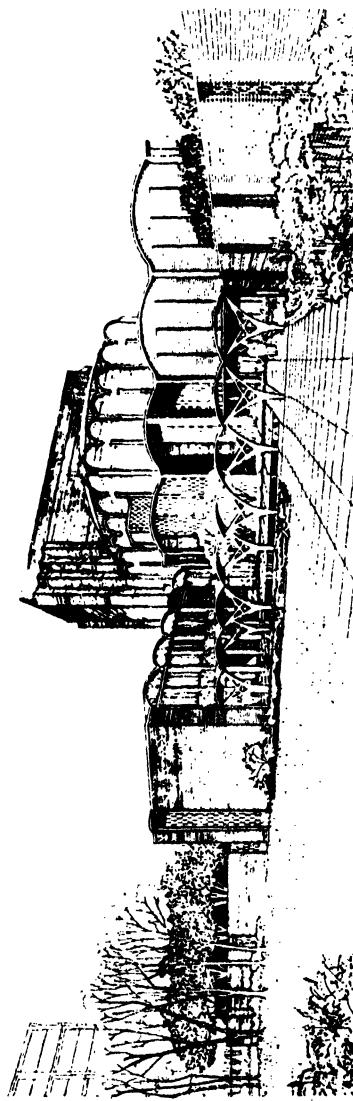
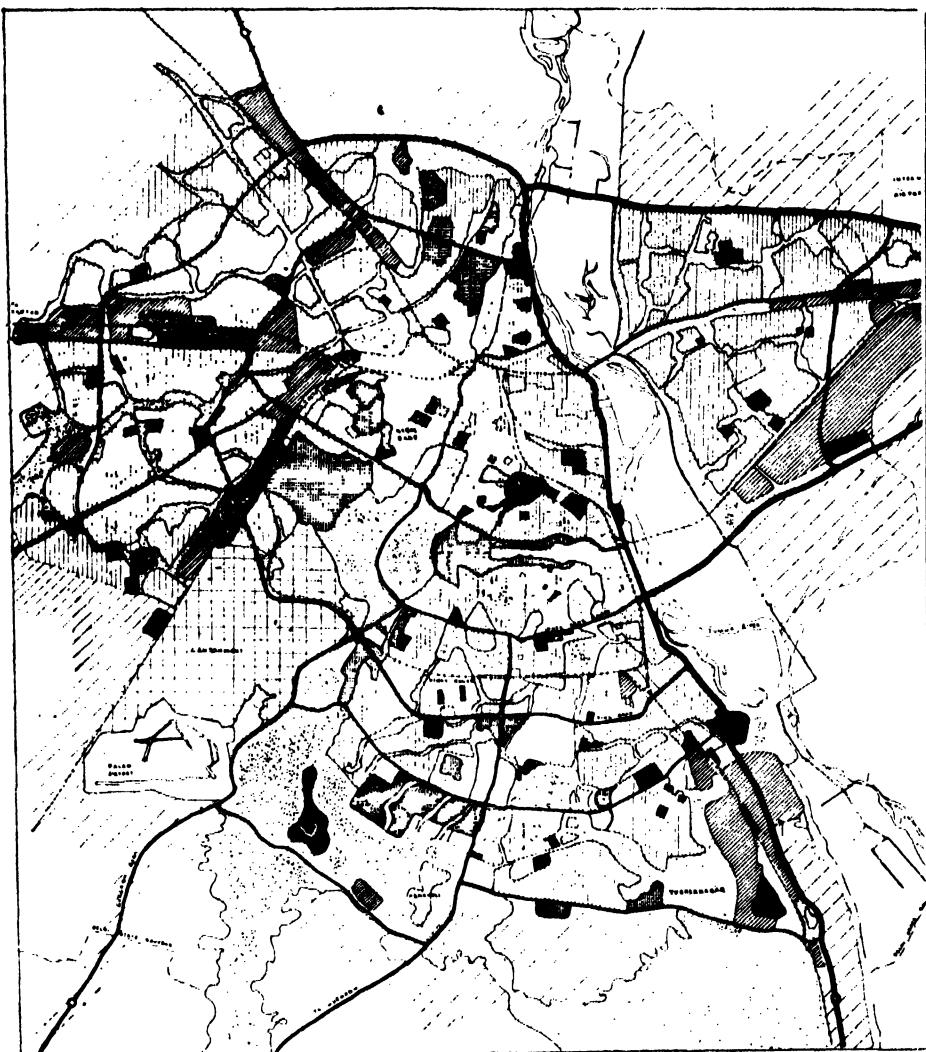


FIG. 1 A TYPICAL EXAMPLE OF FINE LINE WORK

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**FIG. 2 ANOTHER TYPICAL EXAMPLE OF FINE LINE WORK**

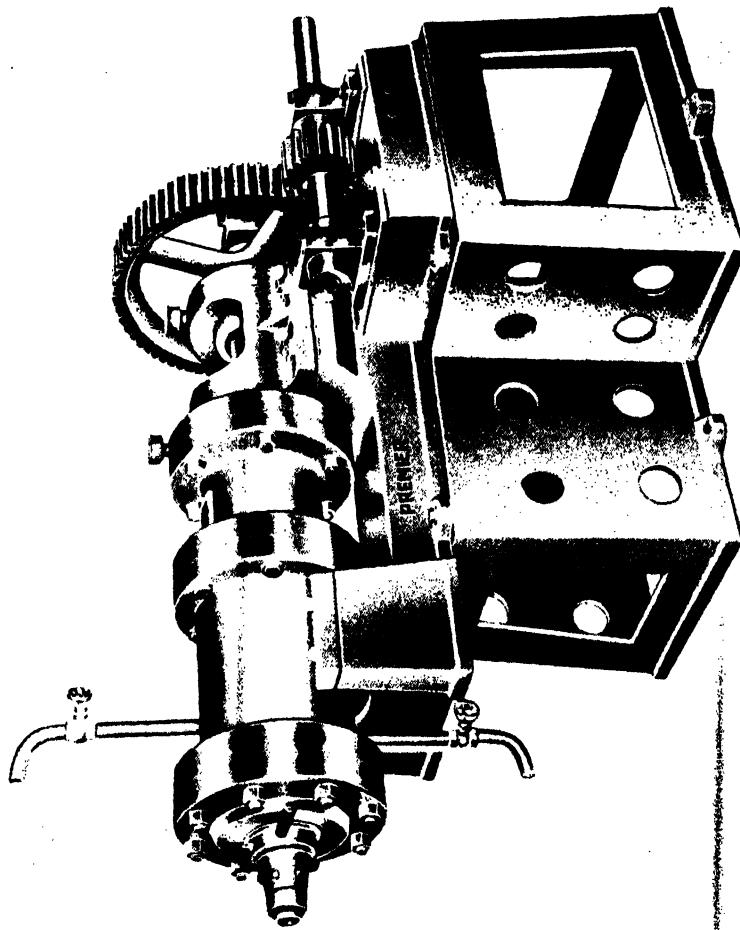
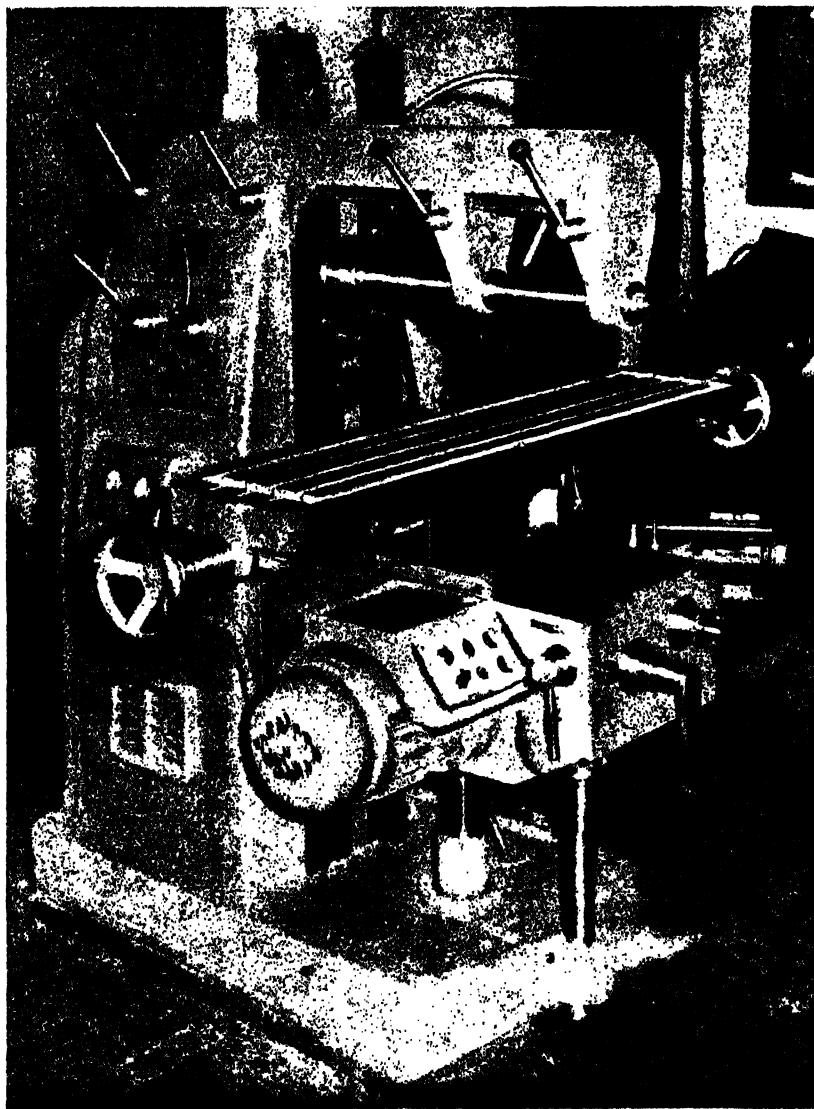


FIG. 3 A TYPICAL EXAMPLE OF A PHOTOGRAPH WITH GOOD TONAL VALUES FOR REPRODUCTION

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**FIG. 4 A TYPICAL EXAMPLE OF PHOTOGRAPH WITH POOR TONAL VALUES NOT FIT FOR REPRODUCTION**

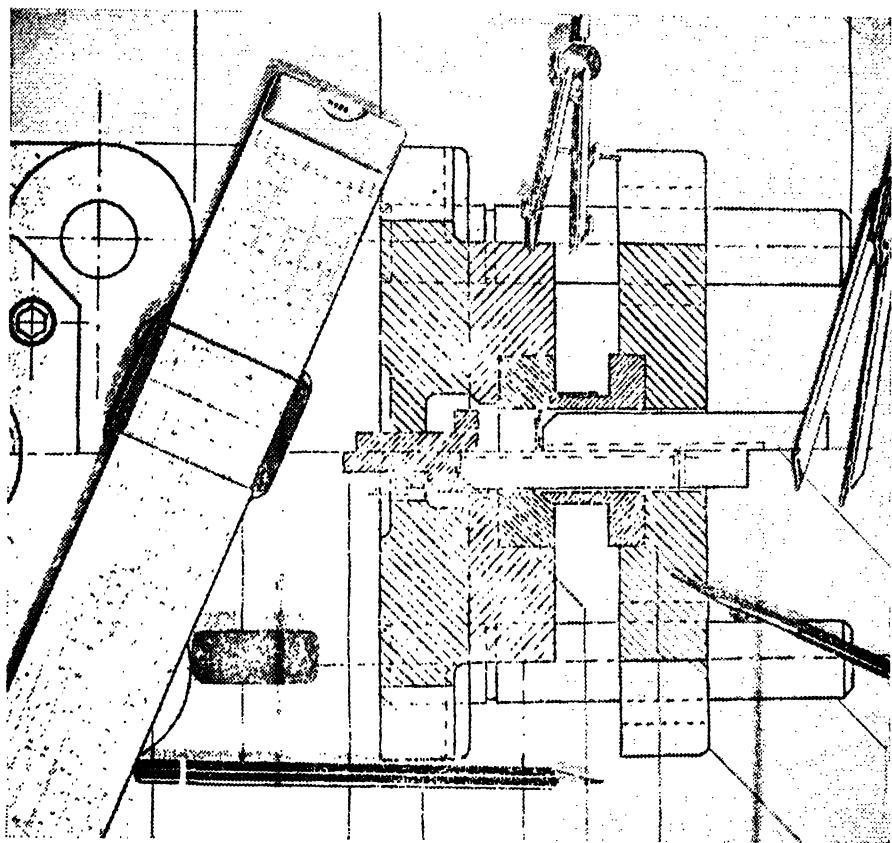
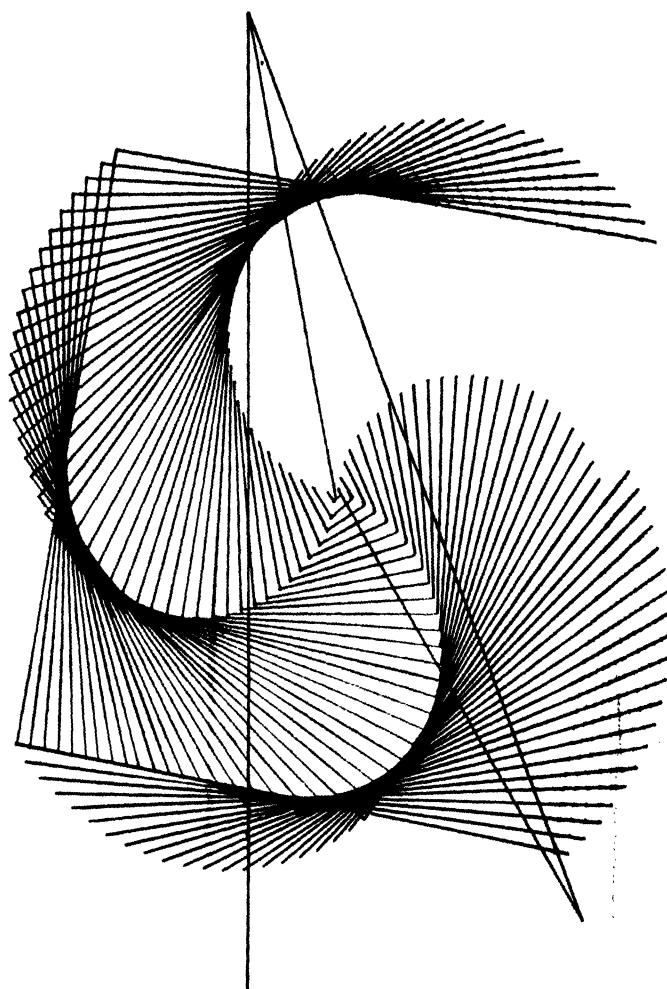


FIG. 5 A TYPICAL EXAMPLE OF ORDINARY LINE AND SCREEN ILLUSTRATION

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**FIG. 6 A FOUR-COLOUR LINE ART WORK DEVELOPED FROM BLACK AND WHITE ART WORK**

**INDIAN STANDARDS  
ON  
DOCUMENTATION**

IS:

- 4-1963 Guide for layout of learned periodicals (*revised*)  
12-1964 Guide for drafting Indian Standards (*second revision*)  
18-1970 Guide for abbreviations of words in titles of periodicals using Roman alphabet (*first revision*)  
382-1952 Practice for alphabetical arrangement  
790-1956 General structure of preliminary pages of a book (*tentative*)  
791-1956 Half-title-leaf of a book (*tentative*)  
792-1964 Title-page and back of title-page of a book (*revised*)  
794-1956 Practice for table of contents (*tentative*)  
795-1956 Canons for making abstracts  
796-1966 Glossary of cataloguing terms (*first revision*)  
1250-1958 Proof corrections for printers and authors  
1275-1958 Rules for making alphabetical indexes  
1358-1967 Practice for layout of library catalogue code (*first revision*)  
2381-1963 Recommendations for bibliographical reference  
2550-1963 Glossary of classification terms  
3050-1965 Code of practice for reinforced binding of library books and periodicals  
3083-1966 Code of practice for the processing of microfilms (silver halide)  
3130-1972 Code of practice for handling and storage of microtransparencies (microfilm and microfiche) (*first revision*)  
4731-1968 Guide for preparation of manuscript of an article in a learned periodical  
6298-1971 Guide for selection of type and page layout in textbooks  
6299-1971 Guide for handling, testing and storage of monochrome photographic prints  
6660-1972 Guide for illustrations in books  
6666-1972 Frequency notation for periodical publications

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